



## WIC PROGRAM

*Building a Healthy Montana  
Promoting & Supporting  
Breastfeeding*

Cogswell Building 1400 Broadway Helena MT 59620

### MEMORANDUM

TO: WIC State Staff, Regional WIC Directors

FROM: Joan Bowsher

DATE: February 4, 2010 9am – 11am

SUBJECT: Conference Call

ATTENDEES: Joan Bowsher, Chris Fogelman, Kim Mondy, Carrie Reynolds,  
Linda Stallings, Trish Kurek, Michelle Sanchez, Lynn Van Aken,  
Mark Walker, Bobbi Walker

**Broadwater:** Dianna Hall; **Cascade:** Carol Keaster, Lynn Bedosky; **Custer:** Karen Nissley; **Dawson:** Connie Undem, Jeannie Seifert, Brenda Mischel; **Deer Lodge:** Joann Proxell, Erin Dobrinen; **Fergus:** Jane Timpano, Shirley Ernst, Gillian Brown; **Flathead:** Jeannine Lund; **Gallatin:** Darcy Hunter, Jenna Christianson; **Hill:** Tessa Bailey, Trinity Raymond; **Lake:** Patte Doran, Savanna Bell; **Lewis & Clark:** Maggie Petaja; **Missoula:** Mary Pittaway; **Ravalli:** Jackie Cenis, Margaret Reardon, Tessa Messerman; **RiverStone:** Gayle Espeseth; **Sanders:** Cindy Morgan; **Sheridan:** Susan Tefre, Vicki Ruby; **Silver Bow:** Julia Coyne, Lori Stenson; **Teton:** Sue Schilling, Diane Kalanick, Angel Johnson; **Valley:** Julie Lawson; **No. Cheyenne:** Deb Fix, Lisa Pretty On Top; **Blackfeet:** Robyn Mad Plume, JoAnn Running Crane, Dorthy Champine

### AGENDA

#### M-SPIRIT UPDATE

Mark informed everyone that the rollout of the new system is going well. There have been several issues; some system problems and some training issues. He assured us that CSC has been assisting us with problems, and that Diane is also working on resolving problems.

He also announced that there will be a major software upgrade to M-SPIRIT. Testing of this will begin at the end of February. The new version will be implemented in early March; information and training will be provided before implementation. The first day of implementation, logging on may take a little longer while the updates are taking place.

Included in Version 2.3 will be 30-40 fixes and several enhancements. We will send release documentation and training information for the new release. The new release should run much smoother than the current release.

### **Formula Changes**

Kim announced upcoming changes to Abbott formulas.

- Changes in Product: Similac Isomil Advance and Similac Sensitive will have prebiotics added.
- Changes in Names: Similac Isomil Advance – Similac Sensitive Isomil Soy  
Similac Sensitive RS – Similac Sensitive for Spit Up  
Similac Alimentum – Similac Expert Care Alimentum  
Similac NeoSure – Similac Expert Care NeoSure

Similac Advance EarlyShield and Similac Sensitive's names will remain the same.

- Changes in Can Sizes: 1 can of powder for all types of contract formula will reconstitute to 90 oz (currently 93-94 oz).

Similac Advance EarlyShield – 12.9 oz to 12.4 oz

Similac Isomil Advance – 12.9 oz to 12.4 oz

Similac Advande – 12.9 oz to 12.6 oz

Similac Sensitive RS – 12.9 oz to 12.3 oz

Similac NeoSure – 12.8 oz to 13.1 oz (going from 85 to 87 reconstituted ounces)

### **When will the changes occur?**

For powdered contract formulas – mid May

In July – Similac Advance EarlyShield concentrate and ready-to-feed; Similac Isomil Advance concentrate and ready-to-feed; Similac Sensitive RS ready-to-feed

August – Similac Alimentum and NeoSure

September – Similac Sensitive concentrate and ready-to-feed

How will Montana WIC incorporate the changes?

Educational materials on the formula changes will be coming from Abbott, but they will not be here before we need to start issuing benefits in mid-May.

Changes will be made to the wording on benefits next week to include the different names and can sizes. Education will need to be done when issuing benefits which go into May, and the name and can size of the participant's formula may be different in the store.

The can size changes do not affect the number of cans the participant will receive at any of the age ranges or breastfeeding statuses.

More information on these changes will be in the next Newsletter.

Carrie will be working with the retailers so they will be ready for this change.

Kim announced that a representative from Ross will be at the Spring Public Health Conference in April in Bozeman.

**REBRANDING PROJECT**

Carrie announced that we have a contract with Brush Art who will be designing a new logo and layout for us for all our communications, pamphlets, handbooks, etc. There will be a kick-off conference call for this on February 10<sup>th</sup> at 1:00pm. Julia Coyne, Silver Bow, Maranna Dean, Cascade and Judy Snider from RiverStone volunteered to assist with this project. The ID packet, handbook, and food list will all be included in one brochure. We will also have an educational DVD for participants and retailers available late fall or early winter of this year.

**FARMERS MARKET/FRUIT AND VEGETABLE BENEFIT**

Montana determined early in the change to the new food package that the fruit and vegetable benefit would be eligible for use at farmers' markets. The WIC Farm Direct Program will allow WIC fruit and vegetable benefits and WIC Farmers' Market Nutrition Program benefits to be used at authorized farmers and roadside stands. The programs will be melded to provide a consistent process for participants and farmers. The farmer will sign one agreement and use one stamp to accept both types of benefits. The food lists and redemption process will be the same for both types of benefits. The farmer can accept the benefits at markets or roadside stands. If the farmer is working in an area where the local program does not participate in WIC FMNP, he/she can still accept the benefits presented.

More information will be presented at the Spring Public Health Conference on the WIC day about WIC Farm Direct and a tool kit to promote fresh fruits and vegetables will be provided.

### **RETAILERS UPDATE**

Carrie announced that she and Trish had two “How’s It Going?” conference calls last week with the retailers and LARCs that went well.

The old (green) food list has now been phased out and participants should all be using the yellow food list and ID packet. If they don’t have an ID packet, there will be no sale.

#### **Food List Reminders:**

- As before, WIC participants may only purchase the type of milk listed on the benefit. If they can purchase organic, lactose-free or goat milk, it will be listed on the benefit.
- Authorized bread availability is still an issue in some areas of the state. Some stores that can get the bread are having issues keeping enough on the shelves.
- Remember that only the two brands listed on the Food List are approved and other breads may not be substituted. This will get better with time.
- V8 Fusion is not an authorized juice.
- 30 oz fish and 36 oz cereal are “up to” but can no longer list it that way on the benefit.
- 1 – 64 oz plastic bottle juice or 12-11.5 oz frozen juice has been changed on the benefits.
- We are having no luck getting the low-fat goat milk into stores.
- When requesting soy beverage, participants need to check with the store they shop in to figure out which one (if any) they stock – not a required product.
- The Fruit & Vegetable Benefit may not be redeemed for more than the maximum value printed on the benefit. Please continue to educate about this. Carrie gave examples of which fruits and vegetables were purchased.

Trish reminded everyone to continue to submit their forms for destruction of the old blue check stock. The form can be found in the December 14<sup>th</sup> and January 11<sup>th</sup> Newsletters.

Also, please make sure you are using a MICR cartridge for check printing. Keep an extra one on hand beside the one in the printer. If you need one, contact Trish with either the printer model number or the cartridge number on your request. Each cartridge box is color coded with a dot on it.

Bobbi announced that we currently do not have a training plan finalized. We envision a training laptop we can send out for new employees in the future.

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Joan announced that extra help desk staff will be available for the next few months. She encouraged everyone to please call us with issues that arise. We are working diligently to correct current issues.

The next conference call will be on March 4th at 9:00am.